

a restriction module which receives restrictions defining limitations imposed by a compression method to be used for displaying WWW pages; and
 a design module, which lays out display elements, responsive to said received limitations.

32. A software according to claim 31, wherein said restrictions include a block size definition.

33. A software according to claim 31, wherein said restrictions include a bandwidth restriction, and wherein laying out of display elements comprises selecting display elements to match said bandwidth limitations.

34. A software according to claim 31, wherein said media has stored thereon an automated WWW page generator for a WWW server.

35. A software according to claim 34, comprising a communication module for receiving said restrictions from a server associated with said compression.

36. A compression-modified software for performing at least one function and for generating at least one display, comprising:

 a computer readable media having stored thereon:

 a functional module which performs said function; and
 a compression-responsive module which receives an indication of restrictions related to a compression of said display and which controls said

module to generate a display responsive to said indication, wherein said display is modified relative to a display generated without said restrictions.

37. Software according to claim 36, wherein said indication comprises a message from a computer on which said software is executed.

38. Software according to claim 36, wherein said indication comprises a configuration file.

39. Software according to claim 36, wherein said modified display is modified to meet a bandwidth requirement.

40. Software according to claim 39, wherein said bandwidth requirement is an instantaneous band-width requirement.

41. Software according to claim 36, wherein said modified display is modified to reduce resources required for compression.

42. Software according to claim 36, wherein said display is modified by moving at least one object, relative to its display location for a non-compressed display.

43. Software according to claim 36, wherein said display is modified by utilizing a different object for a compressed display than for a non-compressed display.

44. Software according to claim 36, wherein said function comprises a WWW browsing function.

45. A method of advertisement, comprising
providing a compressed video stream, representing a display;
determining an available portion of said display; and
inserting an advertisement into said available portion of said display, wherein
inserting comprises manipulating said compressed video stream, without
decompressing said compressed video stream.

46. A method according to claim 45, wherein providing a compressed video stream comprises converting a computer software generated display into said compressed video stream.

47. A method according to claim 46, comprising analyzing said display to determine said available portion.

48. A method according to claim 47, wherein analyzing said display comprises analyzing display commands generated by said software.

49. A method according to claim 47, wherein said software comprises a WWW browser.

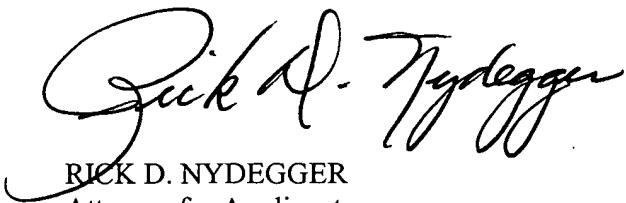
50. A method according to claim 45, wherein said inserting is responsive to information associated with a viewer of said video stream.

Consideration of the application is respectfully requested in view of the foregoing amendments.

Please direct any inquiries concerning this correspondence to the undersigned.

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Respectfully submitted,



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